

Tips for Helping Students Create an Effective Career ePortfolio

[Spotlight for Career Services Professionals](#)

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If students don't have an online presence or have an online presence that casts them in a negative light, it can keep them from being considered for employment opportunities.

One way for students to create a favorable online presence is through an ePortfolio.

"A career ePortfolio will showcase what a student job seeker can do for an employer and why he or she should be considered for employment opportunities," explains Robert Ameling, career/employment adviser at Salt Lake Community College. "When done correctly, a career ePortfolio can become one of the top hits in an Internet search for the student's name."

Why is an ePortfolio so effective? For one thing, it allows students to include text, video, pictures, graphs, downloads, and links to publications or other professional sites, such as LinkedIn.

"An effective career ePortfolio should be catered to the specific industry that a student is seeking employment in," Ameling explains.

It should include:

- A career-specific resume
- A cover letter
- References
- Letters of recommendation
- Awards, certificates, and/or degrees
- Samples of the student's work
- A way for employers to contact the student

Ameling shares some advice for career counselors to offer to students interested in creating career ePortfolios and for career counselors themselves:

Protect private information—Students who plan to make their career ePortfolios publicly available through an Internet search should be mindful of what personal contact information they display of their own and of their references. They should consider removing phone numbers and e-mail addresses, and instead including a contact form that allows viewers to contact them without divulging sensitive information.

Bring attention to the ePortfolio—Students shouldn't go to the trouble of creating an ePortfolio only to fail to market it. Students can market their career ePortfolios by including the web URL as part of their resume headings and in their e-mail signatures. They can also make their ePortfolios publicly available through Internet searches, and provide the links to their career ePortfolios on other sites such as LinkedIn.

Learn about ePortfolios firsthand—Career counselors should build one for themselves. (Ameling's career ePortfolio can be found at www.careerservicesprofessional.weebly.com). By creating and experimenting for themselves, counselors will be better able to address students' questions about career ePortfolios. In addition, career counselors should create a sample career ePortfolio that students can reference while building their own (www.careerandstudentemployment.weebly.com).

[Robert Ameling will present "Creating a Positive Online Presence Using a Career ePortfolio" as a concurrent session during the NACE 2015 Conference](#)